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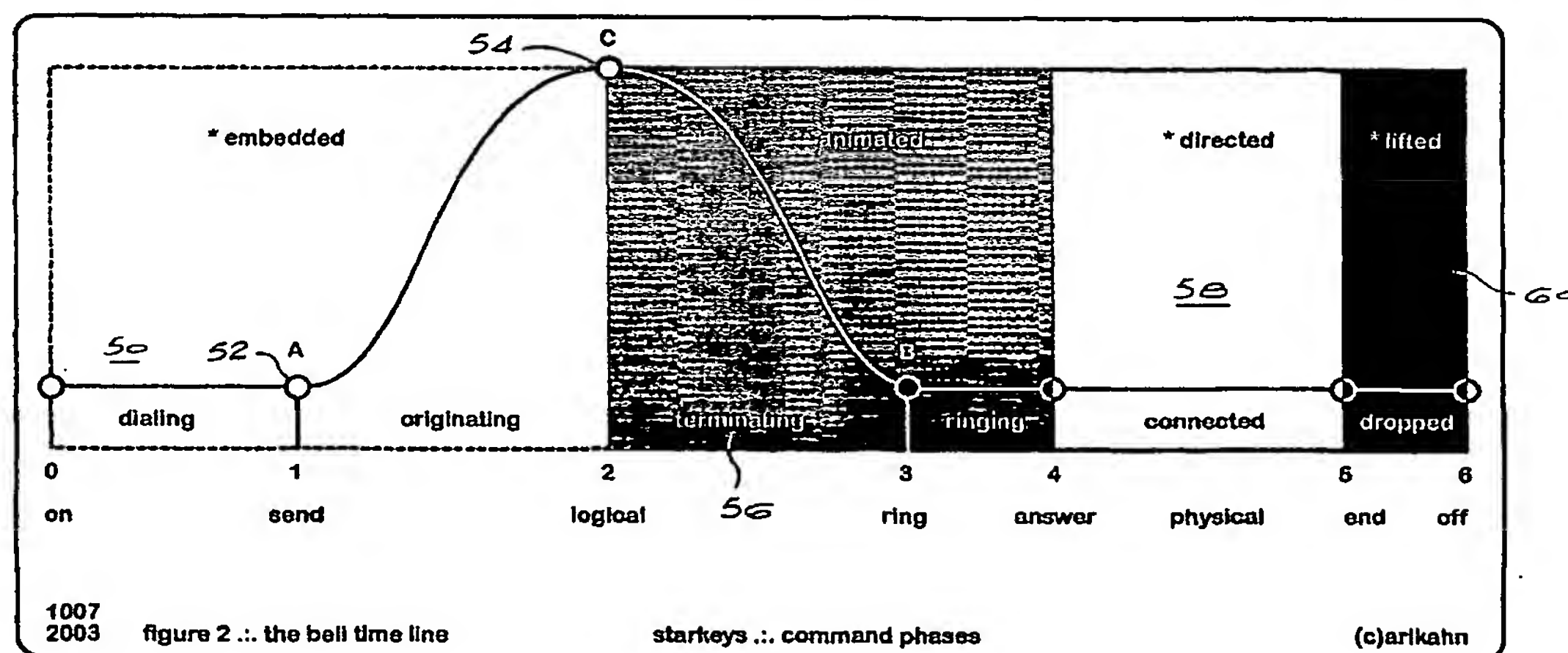
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(54) Title: SERVICES AND TRANSACTIONS IN A TELEPHONY NETWORK



(57) Abstract: A method of operating a telephony service on a telephony network is disclosed. The method comprises the steps of establishing and/or requesting a telephonic connection and/or a call between a caller and a call recipient, receiving a command signal initiated by the caller and/or the call recipient and/or the telephony network during any phase in the call process, the command signal comprising a data signal and/or tone, and initiating a service to the caller and/or the call recipient, or initiating a transaction between the caller and the call recipient in response to receiving the command signal other than a standard call connect and/or disconnect command. Preferably, the data signal and/or tone relates to one of the "*", "0" or "#" keys of the telephone equipment of the caller, wherein each of the "*", "0" or "#" keys is associated with a different category of service or transaction.